

Museum Advisory Board

November 20, 2025

4:00 p.m. at the Greeley History Museum

This meeting is held in person at the physical location

You can provide public input/public comment for this meeting by emailing your comments to Chris Bowles at [Chris.Bowles@greeleygov.com](mailto:Chris.Bowles@greeleygov.com) or call 970-350-9218.

Comments received up to an hour before the meeting will be read into the record at the appropriate time.

Agenda:

Roll Call: Marcus Embry (Chair), George Junne, Omar Munoz, Emma Pena-McCleave, Nancy Masimer, Scott Chartier, Anne Masterson, Donna Hendren, Annareli Morales.

1. Approval of the October 2025 Museum Advisory Board minutes.
2. Reports: (10 minutes)
  - CPRD Report
  - Museums Report
  - Additional Staff Report
    - o Exhibits
    - o Collections
    - o Historic Sites
    - o Education/Interpretation
3. Friends of the Greeley Museums Report
  - Discussion about the future of the Friends.
4. Task Force Reports (10 minutes):
  - Experience Team
  - Acquisitions Task Force
5. Old Business (10 minutes):
  - Culture Commission Special meeting update.
    - Approval of the Special Meeting Nov 13<sup>th</sup> minutes.
6. New Business (10 minutes):
  - Discussion of Board Membership
  - Masterplan Information
7. Adjournment  
Next meeting December 18 , 2025, at 4:00 p.m. at the Greeley History Museum

## Minutes

### Museum Advisory Board

October 16, 2025, at 4:00 p.m.

1. The meeting was called to order by Marcus Embry at 4:00 p.m.

Board Present: Marcus Embry, George Junne, Emma Pena-McCleave, Nancy Masimer, Donna Hendren, Annareli Morales.

Board Absent: Omar Munoz, Scott Chartier, Anne Masterson

Staff Present: Chris Bowles, Geoff Havens, Holly Berg, Katie Ross, Kristjana Eyjolfsson, JoAnna Stull, Megan Weiler, Gus Rudnick, Greta Steinmetz.

2. Approval of the August 2025 Museum Advisory Board minutes.  
Motion to approve the August 2025 minutes made by Emma Pena-McCleave and seconded by Donna Hendren.

3. Reports:

- CPRD Report: The final 2026 budget has gone to council.
- Museums Report
  - Busy Fall season, the Fiesta on the plaza was very well attended. There were over 550 people in attendance. New stations were held, which included tortilla making.
  - In the packet there is a visitor service totals that compares the visitor totals last year. There have been talks about increasing field trip potential for next year on top of history fest. There is a decrease in visitors from 2023, to 2024, to this year. There is a lack of people wanting to visit all museums.
  - Exhibits: The Mexican American History Project of Greeley companion exhibit has started to be built. This exhibit is designed to travel to schools and other venues.
  - Collections: Final things in Axiell have been the priority. Katie attended a regional museum conference in Omaha.
  - Historic Sites: The White-Plumb farm water leak damaged the drywall and laminate, and Chris and Geoff are still working with insurance to get that covered. Then in August there was a windstorm that took out the fence at centennial village. Geoff has been working with Brett to get it replaced.

- Education/Interpretation: There was no fall History Fest, but they did a lot of Field Trips, and there were a lot of comments from the teachers that they enjoyed the field trips, and not the overall chaos of history fest. There has been a lot of outreach out at UNC for volunteers and work studies.

#### 4. Friends of the Greeley Museums Report

- There was no Friends meeting this month. The Friends are on hiatus currently. They are talking about next steps and goals for the future. There was discussion on the past role of the friends, and how to make the friends more beneficial for the Museum system.

#### 5. Task Force Reports

- Experience Team: There was no meeting in September, there will be a combined October/November meeting October 30<sup>th</sup>.
- Acquisitions Task Force: There was discussion about the idea of actively purchasing yearbooks. The city has an agreement with District 6 to see if they would donate some yearbooks.

#### 6. Old Business:

- Culture Commission discussion:  
Motion to create a special meeting to discuss this topic, due to time constraints in the normal meeting time made by Emma Pena-McCleave and seconded by Annareli Morales. November 13<sup>th</sup> at 4:00 p.m. would be the special meeting date.  
Motion passed unanimously.

#### 7. New Business:

- Vote to approve 2 deaccession recommendations.
  - The July deaccessions included washing machine tubs that are recommended because there are duplicates or in poor condition compared to what is in the collection. It is recommended to deaccession these items.

Motion to approve the July deaccessions made by Nancy Masimer and seconded by Annareli Morales.

Motion passed unanimously.

- The August deaccessions included more laundry items, clothing irons, and racks.

Motion to approve the August deaccessions made by Nancy Masimer and seconded by Emma Pena-McCleave.

Motion passed unanimously.

- Sister City Program Update: The Moriya sister city committee is interested in reconfiguring the sister city program. The committee is excited to announce the launch of the program in 2026, where 12 students and 2 chaperones will come to Greeley. The committee is looking for host families and creating an itinerary for the students to show them Greeley. December 1<sup>st</sup> is the deadline to apply to be a host family.
- Museum Interpretive Masterplan: Quatrefoil is creating a museum masterplan to help staff interpret the past and the next steps to create engaging, creative, and fun museum programs. Quatrefoil has worked with many Colorado museums.
- Meeker Home Projection art: The event went very well. Museums is working with Public Art to fund the projection of visual art on Meeker House. Gii Astorga created the art that was projected.

Meeting adjourned at 5:10 p.m.

Next meeting to be held November 20, 2025 at 4:00 p.m. at the Greeley History Museum.

# Museums' October 2025 Report

## Major Events

- Congratulations to Britannia Barbour, Assistant Curator of Collections, on the birth of her first baby!
- Staff met for the first time with Quatrefoil in early October. They are our chosen consultants who will lead us throughout Interpretative master planning over the coming months. This is an opportunity to stake out who we as a museum want to be for the coming decade, and it will influence various projects that are in the early stages of development.
- We had a fantastic turnout for this year's Howl-o-Ween trick or treating event, and we added a new event...Candlelight Creeps to cap it off! Huge thanks to all the staff and volunteers who brought smiles (and candy TO those smiles) to hundreds of all ages!

## Museum Manager (Chris Bowles)

- Kristjana, Laura and I attended this year's Dearfield Day on October 4. We had dozens of volunteers in the morning help clean up the site, and around 150 visitors in the afternoon to tour the buildings and hear from the Preservation Committee and descendants. It's always a great event and seems to get better every year. O.T. would be proud!
- I had the privilege of touring both Dearfield and the History Museum with around 40 judges from across the state on the 21<sup>st</sup>. We put out all the stops, letting them know all about the special history of Greeley and Weld County.
- Our annual budget for 2026 was approved.
- I worked with the city's Facilities division and Betsy Kellums in Community Development to organize much needed tuck-point repairs to the History Museum's ornamental parapet. This is being funded by an underspend in another Facilities project.

## Exhibits (Holly Berg and Britannia Barbour)

- Exhibits team attended the kickoff workshop sessions for the Museum Interpretive Master Planning project led by Quatrefoil.
- 10/6 Britannia started maternity leave and will be out for the remainder of the year.
- Holly led staff in the installation of our latest exhibit with our partners the Mexican American History Project Greeley. Our History, Our Voice is a fantastic exhibit blending traditional displays with the oral histories of the people who helped MAHPG craft their new book. Special thanks to Emma Pena-McCleave for assisting in the install!

## Collections (Katie Ross, JoAnna Luth Stull, Miranda Todd, Annie Talmadge, Laura Cutler)

- Katie attended the Mountains and Plains Museums Association annual conference in Omaha.
- She also completed the Shaw House inventory project, which included updating locations for all items with a record in database and creation of a list for all others that will eventually be added into the system.

## **Museums' October 2025 Report**

- Katie also worked to train new cleaning staff on how to properly clean museum artifacts using the Meeker Home as a training location.
- October was a month to meet with potential donors like Bebbly Abbott, receive approved donations mailed to the Museum from Lisa Tisdell Holmstead in Washington, D.C. and brought from Wisconsin by Francis Denning to accepting the return of Outgoing Loan #150 from Museum of Boulder,

### **Education and Interpretation (Kristjana Eyjólfsson, Gus Rudnick, Lilah Barth, Stephanie Work, Gabe Llanas, Rachel Walker)**

- Centennial Village and the History Museum were visited by hundreds of students during the field trip season.
- Gus worked with Geoff to organize and prepare for the new trail event, Candlelit Creeps. She coordinated the scripts, the props, and directed staff and volunteers at the time of the event. Gus learned how to execute stage makeup effects, costumed the volunteer actors, and made sure that everyone had the scripts. Through clear communication with all involved, but especially Geoff and Rachel, Gus assisted in making the team's vision come to life. The Candlelit Creeps trial run was very successful and saw almost 100 participants who communicated to tour guides and staff their enjoyment of the event.
- Gus assisted in the preparations and execution of the Howl-o-Ween trick or treating event. She helped to purchase the candy as well as operate the event. This event was successful and many great costumes were worn by staff and visitors. Despite strong, cold winds on the first day, turn out was strong.
- Gus and museum volunteer Tannis presented at the History Hour presentation on 10/23 at Greeley History Museum to celebrate the 100th anniversary of Rattlesnake Kate's snake killing incident. This was a joint presentation that showcased the research done by Gus about Rattlesnake Kate's news coverage and was brought to life by Tannis doing 1st person interpretation as Kate. The talk was very well attended and many people stayed afterwards to talk more about Kate.

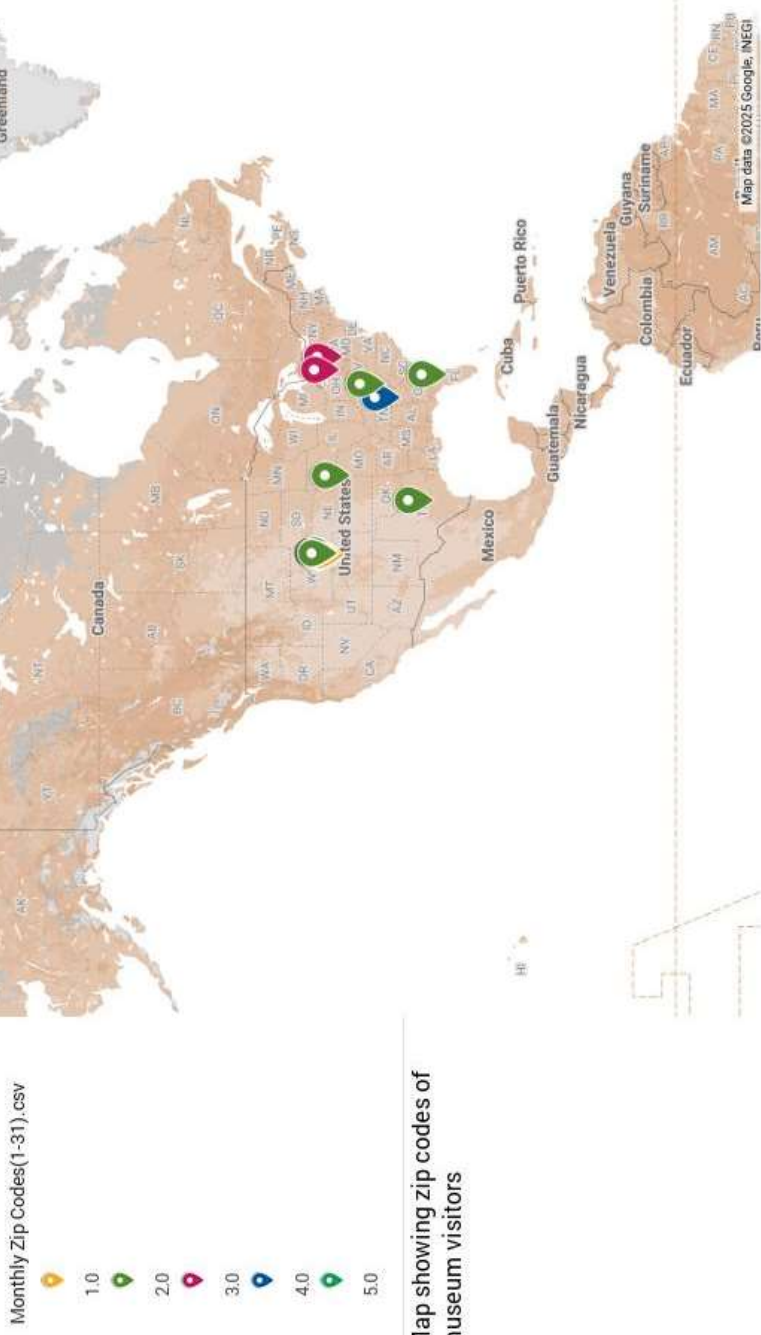
### **Historic Sites (Geoff Havens)**

- Geoff and Brett worked to ensure a swift replacement of the western fence at Centennial Village which was damaged in July. The replacement is underway and is a chain link security fence. Next year, we will design decorative slats to place in the fence showing historic images of Greeley and Centennial Village. This will provide a more stable and secure replacement. The fence line will also be brought in by 4-5 feet, providing more and better parking than is currently available.
- Geoff, Brett and Shawn also continued to work with city colleagues in Risk Management to pay off the initial cleanup after the leak in the farmhouse, and begin seeking quotes on the repairs to the building.

# Museums' October 2025 Report

## Where Did Our Visitors Come from in October 2025

### October 2025 Zip Codes



# Museums' October 2025 Report

## October 2025 Zip Codes

Monthly Zip Codes(1-31).csv



1.0



2.0



3.0

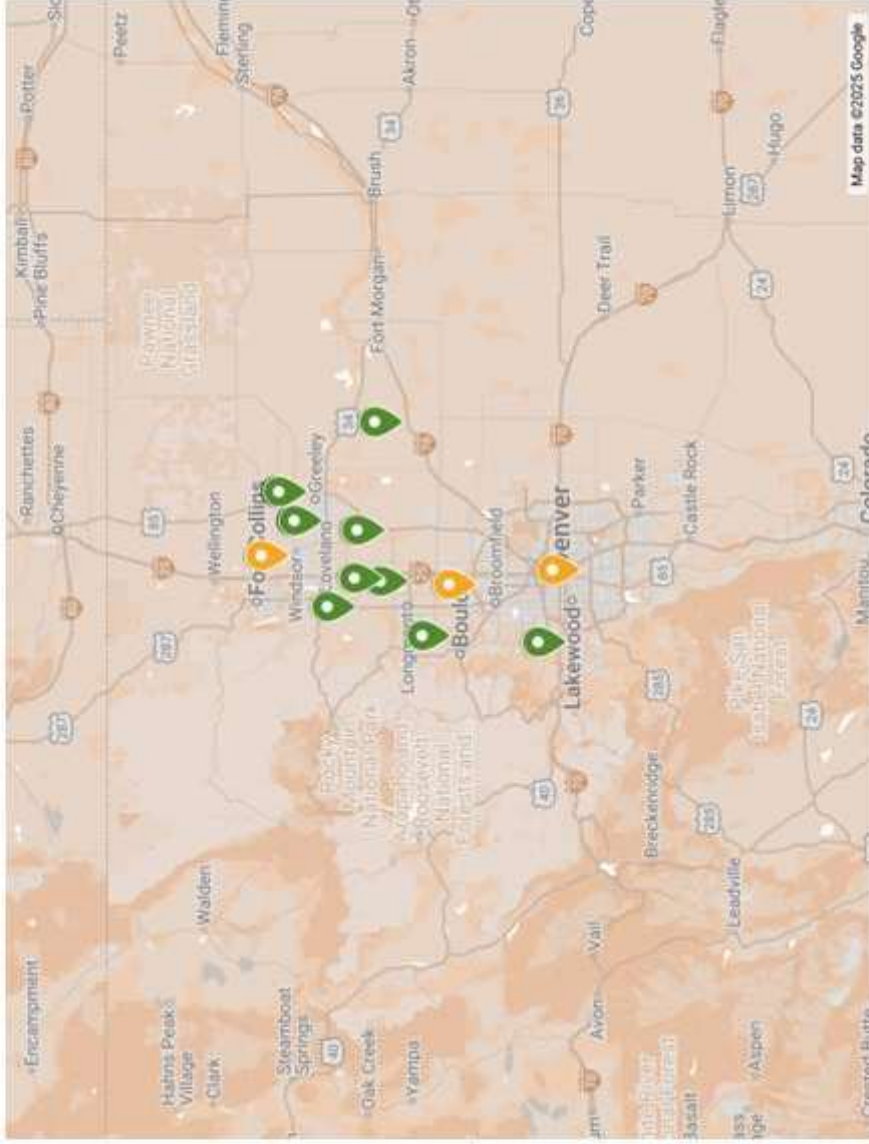


4.0



5.0

Map showing zip codes of museum visitors



# Museums' October 2025 Report

## Museum Statistics



### Visitor Services - GHM

	October 2025	September 2025	October 2024
<b>Attendance</b>	230	190	142
<b>Admissions Sales</b>	\$926	\$717	\$700
<b>Store</b>	\$450	\$196	\$173
<b>Research Center</b>	\$50	\$10	\$11
<b>Donations or Grants</b>	\$11,000	0	0
<b>Facilities Rentals</b>	\$0	0	0
<b>Total Revenue</b>	\$8,852	\$923	\$884

### Visitor Services – Historic Sites

	October 2025	August 2025	October 2024
<b>Attendance</b>	2130	447	1802
<b>General Admissions</b>	\$2,894	\$1661	0
<b>Store</b>	\$885	\$165	\$259
<b>Donations</b>	\$0	0	\$1,000
<b>Special Events</b>	\$5,201	0	\$9,302
<b>Facilities Rentals</b>	\$0	0	0
<b>Combined Revenue</b>	\$8,980	0	\$10,561

### Visitor Services Totals

	October 2025	September 2025	October 2024	2025 YTD	2024 YTD	YTD Diff.
<b>Combined Attendance</b>	2360	637	1944	10,413	12,425	 16%
<b>Combined Revenue</b>	\$17,832	\$2749	\$11,445	\$98,145*	\$69,385	 22%

\*I have revised this figure to include revenue from grants, donations and additional payments

### Volunteers

## Museums' October 2025 Report

	October 2025	September 2025	2025 YTD	2024 Total
<b>Volunteer Hours</b>	611	323	3,124	1613
<b>In-Kind Equivalent (2024 Colo. Volunteer Rate @\$38.74/hr)</b>	\$23,670	\$12,513	\$119,962	\$62,488

### Collections

	October 2025	September 2025	October 2024
<b>Number of Researchers Served</b>	21 (8 internal, 13 external)	17 (9 internal, 8 external)	21 (9 internal, 12 external)
<b>Revenue</b>	\$50	\$10	\$10
<b>Virtual Collection Views</b>	734	691	1108

### Education

	October 2025	September 2025	October 2024
<b>K-12; History Fest or Field Trips</b>	645	407	548
<b>Museums-to-You or Outreach</b>	275	0	NA

### Digital Exhibits and Programs

	October 2025	September 2025	October 2024
<b>Beyond Suffrage Virtual Tour</b>	Reported Next Month	30	20
<b>Meeker Home Virtual Tour</b>		60	37
<b>Viewfinder Exhibit</b>		7	4

## Museums' October 2025 Report

<b>War Comes Home Virtual Exhibit</b>		<b>38</b>	<b>21</b>
<b>Unsolved</b>		<b>25</b>	<b>56</b>
<b>Stqry</b>		<b>42</b>	<b>21</b>
<b>Exhibit-related Virtual Programs</b>		<b>0</b>	<b>0</b>
<b>Digital Use Totals:</b>		<b>202</b>	<b>159</b>

### Social Media (Facebook)

	<b>October 2025</b>	<b>September 2025</b>	<b>October 2024</b>
<b>Posts</b>	<b>24</b>	<b>19</b>	<b>6</b>
<b>Reach</b>	<b>144.7k</b>	<b>113k</b>	<b>85.4k</b>
<b>Views</b>	<b>62.4k</b>	<b>218k</b>	<b>27.6k</b>
<b>Top 3 Posts:</b>	<b>Howl-o-Ween; CV Decorations; Our History, Our Voice</b>	<b>Missile Site; Candlelit Creeps; Fiesta</b>	<b>Keota,Trick or Treat, Howl-o-Ween</b>

## Special Meeting Minutes

### Museum Advisory Board

November 13, 2025, at 4:00 p.m.

1. The meeting was called to order by Marcus Embry at 4:03 p.m.

Board Present: Marcus Embry, George Junne, Emma Pena-McCleave, Nancy Masimer, Donna Hendren, Annareli Morales.

Board Absent: Omar Munoz, Scott Chartier, Anne Masterson.

Staff Present: Chris Bowles, Brecklyn Everhart.

2. Discussion of the proposed Culture Commission.

- The discussion started with a background of the initial presentation for those who were not present.
- The proposal was discussed at length.

Motion to request Megan Weiler to provide a written comprehensive plan that includes a timeline, goals, and prospective steps and metrics of success regarding the formation of a culture commission made by Annareli Morales and seconded by Donna Hendren.

Motion passed unanimously.

- The discussion continued and the board decided that it is crucial to decide if they wanted to support the change of their board going to a committee. If they support the overall commission, and lastly if they would agree to send representatives to the commission.

Motion to have Megan Weiler explain the difference between a board and a committee made by Donna Hendren and seconded by George Junne.

Motion to request Megan Weiler to provide a list of pros and cons on the topic of the Museum advisory board becoming a committee instead of being an advisory board made by Emma Pena-McCleave and seconded by George Junne.

- The idea to create a subcommittee with the other culture boards was presented and discussed. There were no current recommendations or actions made for this item.

Meeting adjourned 4:45 p.m.